



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Gian Fulgoni et al.                      Art Unit : 3621  
Serial No. : 09/532,890                      Examiner : James A. Reagan  
Filed : March 22, 2000  
Title : SYSTEMS AND METHODS FOR COLLECTING CONSUMER DATA

**MAIL STOP AF**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

REPLY TO ACTION OF MARCH 31, 2005

REMARKS

Claims 18-36 are currently pending, with claims 18, 31, and 33 being independent.

Claims 18-36 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Chelliah et al. (U.S. 5,710,887) in view of both Pistriotto et al. (U.S. 6,138,162) and the Applicants' own admissions (APA). Applicants respectfully traverse the rejection.

This reply first addresses the rejection with respect to claims 18-30 then claims 31 and 32, and finally claims 33-36.

Claims 18-30

Independent claim 18 recites a method of collecting consumer data that includes, among other features, modifying a browser application on the registered consumer's computer to enable communications sent to and from the consumer's computer to be directed through the provider of services to record the consumer's network activity. The network activity is recorded and compiled on an individual consumer basis and an aggregated consumer basis using the assigned unique identifiers, which are identifiers that are persistent across different network sessions.

Applicants respectfully request reconsideration and withdrawal of the rejection of amended independent claim 18 and its dependent claims because Chelliah, Pistriotto and APA fail to describe or suggest one or more of these features, whether considered individually or in combination. More specifically, none of the references describes modifying a browser application on the registered consumer's computer to enable communications sent to and from

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